



FEED^{THE}**FUTURE**

The U.S. Government's Global Hunger and Food Security Initiative

Feed the Future

Leveraging value chains for
sustainable impact

USAID-Senegal
Projet Croissance Economique

19 May 2014

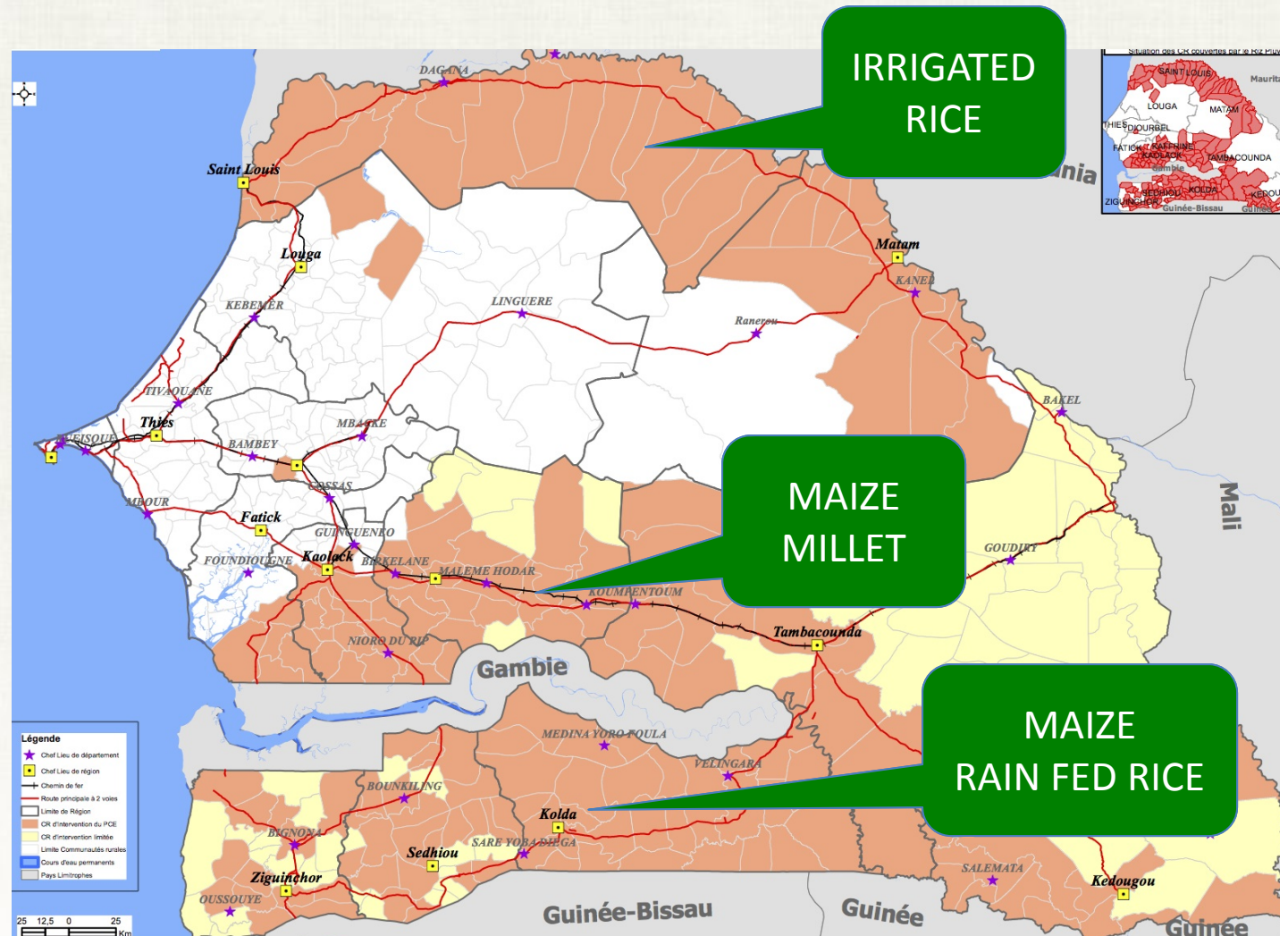


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USAID Senegal PCE

- 45,000 farmers
- New rice varieties
- 3,500 T certified seed
- Farmgate sales: \$23 million
- Rural loans: \$ 18 million
- Lease financing
- Crop insurance
- Government and private sector adoption





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Cast a wide net: local networks with a vested interest in a value chain

- **Rice miller procurement networks**
- **Water user unions**
- **Input dealer distribution networks**
- **Lead farmer community level consolidators**
- **Women's self help groups and micro-credit unions**
- **Rural based humanitarian NGOs**

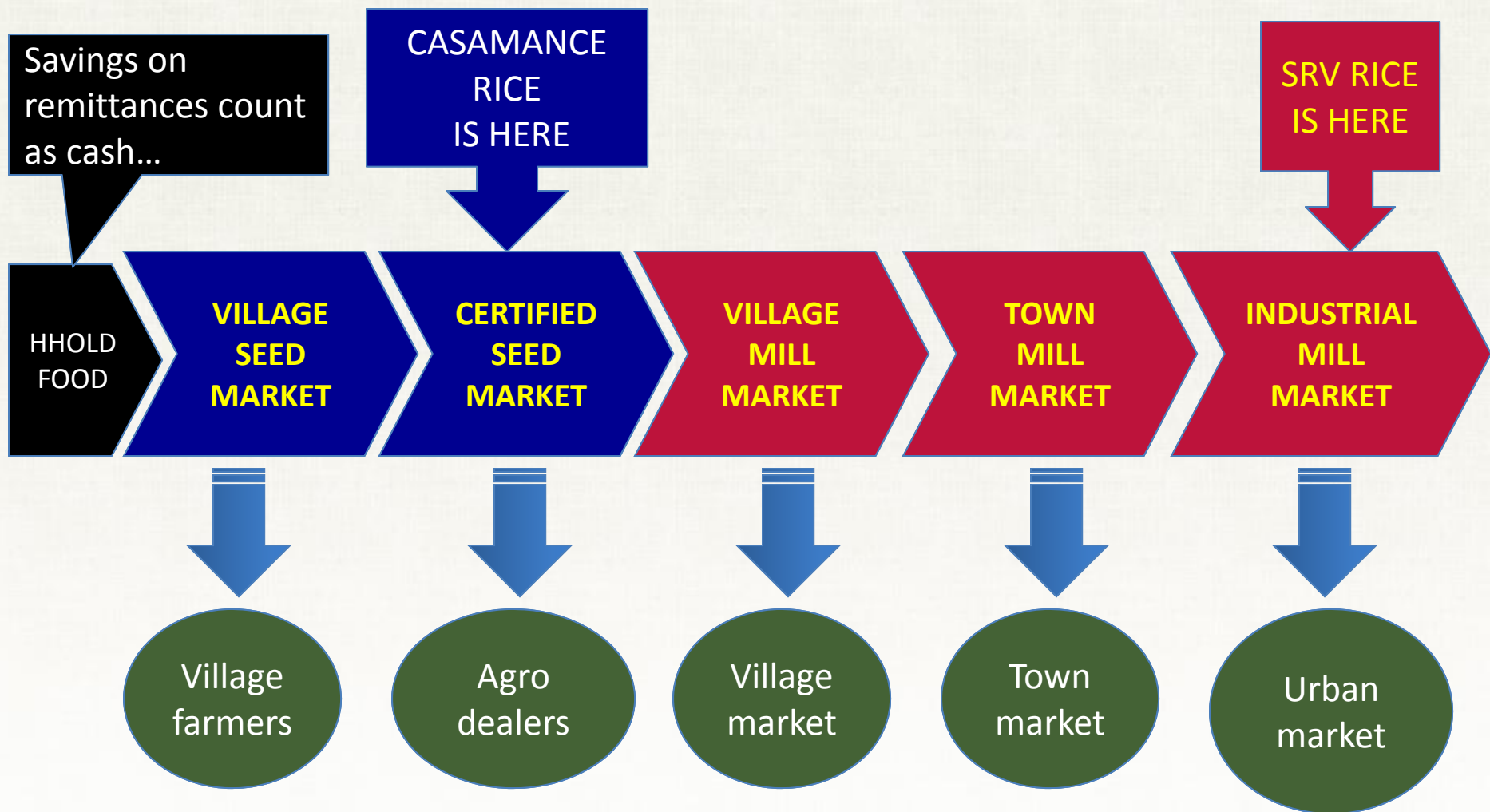


Facilitation: adapt known models

- **Leasing company enters Agriculture market**
- **Producers / Buyers / Banks linked in integrated loans based on import warehouse model**
- **Wide area demonstrations and multisite multiplication of seeds by farmer groups**
- **Simplification of existing tech guides and delivery of training by grassroots agents**
- **Convert WFP cereal norms to farm gate skills**
- **Excel, Dropbox, QGIS hacked into grassroots data bases**



Promote accessible cash markets





Other new rules of thumb

- **Pricing**: inform the debate – stay out of the negotiation – don't do the legwork
- **Contracting**: focus on quality and planning
- **Finance**: visibility, precision, cash flow and climate risk mitigation – no project guarantee
- **Technology adoption**: build local mentoring and services
- **Data, data, data**